

# Cecilia Botta CV

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## **Education**

- 2013 **Fondazione Fitzcarraldo, Turin.**  
CRPC-XVIII Advanced course for Cultural Project Managers.  
<http://www.fitzcarraldo.it/>  
This course focused on perfecting cultural manager skills through traditional lesson format and group and individual practical project work in studios with industry experts, highlighting the most innovative experiences of recent years. Research Grant.
- 2011-2012 **Università Cattolica, Milan.**  
“Fare tv” - Master’s course in television broadcasting platforms.  
This course focused on analyzing key processes of television production, from programming and communication to performance analysis and consumer trends.
- 2006 **Central Saint Martins College of Art & Design, London.**  
Summer course in Portrait Photography.  
<http://www.csm.arts.ac.uk/>
- 2005-2006 **John Kaverdash School, Milan.**  
Master’s in still life photography.  
<http://www.johnkaverdash.it/>

- 2005      **European Institute of Design, Turin.**  
Qualification in Advertising; Dissertation Project: “Flug Tag”;  
client: Red Bull.  
Modules studied include: Copywriting, Art Direction, Social media, Computer graphics, Net Marketing, Communication, Semiotics, New media, Mass Media theory and methods, Phenomenology of media, Photography, Sociology of Communication etc...  
<http://www.ied.it/torino/home>
- 2002      **Collegio San Giuseppe, Turin.**  
Secondary School Graduate, Classical studies.

### **Work experience**

- 2013      **“Steve Jobs and the rest of us” for “Dixit Stelle-Rai Storia”.**  
Documentary for Rai Educational about Steve Jobs’ professional career, from its very beginning to the birth of the iPad.  
Position: Producer and Researcher.
- 2012-2013      **Production company: Junk Food, Milan.**  
Position: Producer of the documentary series, 8Bit Generation, about Silicon Valley’s digital revolution.  
Documentary trailer:  
<http://www.youtube.com/watch?v=mnMRAcKDMw>  
<http://www.youtube.com/watch?v=85qfFboHXAY>
- 2007-2013      **BasicNet (K-Way, Robe di Kappa, Kappa, Superga, Jesus Jeans), Turin.**  
Position: Head of Cultural projects for the BasicNet Spa Group; curator of BasicGallery; Manager of BasicGallery: a virtual archive which includes the brands RDK, Superga, Kappa and K-Way.

- 2010 **Bibhu Mohapatra, Fashion Designer, New York.**  
Position: Internship with fashion designer, Bibhu Mohapatra.  
<http://www.bibhu.com/content/>
- 2010 **Museum of Advertising at Rivoli Castle, Museum of Modern Art .**  
Position: Collaborated on the creation of the Museum of Advertising, which consists of a digital archive housing over 30,000 Italian and International advertising campaigns.
- 2007-2009 **Rivoli Castle, Museum of Modern Art.**  
Position: Manager Assistant of Rivoli Castle's Museum of Advertising.  
<http://www.castellodirivoli.org/en>
- 2007-2009 **CafèNoir Communication and Advertising agency, Turin.**  
Position: Freelance copywriter.  
<http://www.cafenoir.com/>
- 2005-2009 **T-Concept Communication and Advertising agency, Turin.**  
Position: Freelance copywriter.  
<http://thetconcept.com/>
- 2006 **Ideal Communication, Communication and Advertising agency, Turin.**  
Position: Copywriter and Graphic Designer.
- 2006 **21 media SRL, Communication and Advertising agency, Turin.**  
Position: Copywriting Freelance and strategic planner.
- 2006 **Uninventiva, Communication and Advertising agency, Turin.**  
Position: Copywriter and project manager.

## **Publications**

- 2013      **“Bit pop Revolution”**, with Tomaso Walliser, *Hoeppli Editore*, a book about the Homebrew Computer Club; the pioneers of Silicon Valley.
- May 2012   **“Steve Jobs 1955-2011”**, Essay published in the Retrocomputer magazine *Jurassic News* Number 41  
[http://issuu.com/sonicher/docs/issue\\_41?e=1224886/3679412#222222](http://issuu.com/sonicher/docs/issue_41?e=1224886/3679412#222222)

## **Events**

- May 2013   **“Happy Bit Day Mr Mouse”- “8Bit Revolution Day”** held at Turin Polytechnic.  
A day of events, conferences and commentary on the past, present and future of the human-machine interface, from the first punched cards to future computers controlled by the mind.  
Position: Curator and organiser.
- May 2012   **“A colpi di Bit” - “8Bit Revolution Day”** held at Turin Polytechnic.  
A day dedicated to challenging the 3 iconic computers of the IT Revolution: The Programma 101 (Olivetti, Italy, 1965), l'Apple-1 (Apple Computer, USA, 1976) and the 'Amstrad CPC (Amstrad, UK, 1984) to resolve a series of algebraic and scientific problems and games.  
Position: Curator and organiser.
- May 2011   **“The revival of Apple-1 ( 1976-2011)”** held at Turin Polytechnic.  
Restoration and revival of the world’s first personal computer, designed and built by Steve Wozniak and Steve Jobs.  
Position: Curator and organiser.

## Exhibitions

- 2012-2013 ***The end of the world, tips for survival*** Museo Regionale di Scienze Naturali, Turin and Infini.To-Planetario, Turin.  
A Temporary Exhibition dedicated to the end of the world according to Science (biology, physics, geology), revealing the beliefs of the Maya civilisation, Nostradamus, religion, science fiction and other cultures who have expressed ideas on the subject with vivid imagination.
- June 2012 ***Freedom and virtual democracies*** Fortezza da Basso fair, Florence.  
Temporary Exhibition on social revolution and virality.
- Jan. 2012 ***Freedom*** Fortezza da Basso fair, Florence.  
Temporary Exhibition on freedom: gestures, men, documents, excerpts and symbols of the most aspired-to-ideal of every human being. From Martin Luther King Jr to the arrival of new on-line technology.
- 2011-2012 ***Steve Jobs 1955-2011*** Museo Regionale di Scienze Naturali, Turin.  
Temporary Exhibition of significant milestones in the professional and personal life of Steven Paul Jobs (1955-2011) - one of the most influential innovators and entrepreneurs of our time, from the first industrial revolution to today.
- 2010-2011 ***A Homage to the IT Revolution*** Turin, Avellino, Milan, Berlin, Viterbo, Berlin.  
Temporary Exhibition about the IT Revolution following the 10 machines that have irreversibly altered the way we work, communicate and live.
- 2011-2013 ***Marchi da dizionario*** (***Dictionary Brand entries***) Florence, Turin, Berlin.  
Temporary Exhibition dedicated to all products honoured to have an entry in Italian language dictionaries: Polaroid®, Walkman®, Scottex®, Frisbee®, iPod®, Bic®, Aspirina® e K-Way® etc...

- 2011-2013 ***“Superga che storia”*** Officine Grandi Riparazioni, Turin.  
Temporary Exhibition of advertising campaigns, historical products, interviews and reconstructions telling the story of Superga, one of Italy’s most important companies, revealing more about Italian identity and its distinctive features and the concept “made in Italy”.
- 2007 **“ From the farm to the multinational, an entrepreneurial story”**  
BasicNet, Turin.  
Permanent Exhibition about the story of the company BasicNet, (owner of the brands K-Way, Robe di Kappa, Kappa, Superga, Jesus Jeans).
- 2006-2007 **“The factory communicates”** Rivoli Castle’s Contemporary Art Museum.  
Temporary Exhibition about the history of Turin’s industry.